

I have just recently purchased an XM radio receiver and subscribed to the service. I feel the NAB should not be able to govern the content on this paid service. Commercial radio is fine for local content. However, XM has a product that is very different than that available on commercial broadcast. The traffic is more in-depth and is available on demand 24/7. Recently we have had flooding in Lake county. Because I had an XM receiver with this service, I was able to find a safer alternative means of travel. The Local broadcasters had less than 45 seconds to give this info. Most of the roads involved were not included in their broadcast. This info was not available to me, however their sponsors were. nearly 2 minutes worth. This was time Shadow broadcast services in Chicago could have used to inform their listeners. They failed. Moments after turning on XM - Chicago Traffic, I had all the information I needed, When Needed. Shadow Broadcast had a narrow coverage, and too little time to give the information needed during this emergency situation. Unfortunately, Chicago radio broadcasts are unwilling to devote the time needed to this vital information because they need to get the sponsors on the air. As a listener, I need the safety information, not sponsors. Broadcast Radio's production did not equal the Broadcast of XM. The products are not similar and I feel they do not infringe on each other. I would not be listening to Broadcast radio anyway. Too much advertising. Before I had XM, I listened exclusively to CD's If I lost XM, I would return to recorded media. Additionally, if the NAB is concerned about losing ratings and eventually money due to XM, they should re-think the amount of advertising. 20-28 minutes of spots an hour is excessive. If there was something on Broadcast radio (Besides ads) I would tune in and save the \$9.95 a month on XM. Since the local broadcasters will not ease up, then the extra charge is worthwhile. It really has nothing to do with XM taking away listeners. Its the Programming driving the listeners away. If not to XM, then to other recorded media. Either way, their ratings are falling. Because of poor programming and greed. Charge more to their sponsors for advertisements, play fewer spots, and the listeners will return. Until then, XM is a dramatically different medium. I am not willing to pay for broadcast radio by wasting my time listening to repetitive spots.